

The
Chase Plan Book



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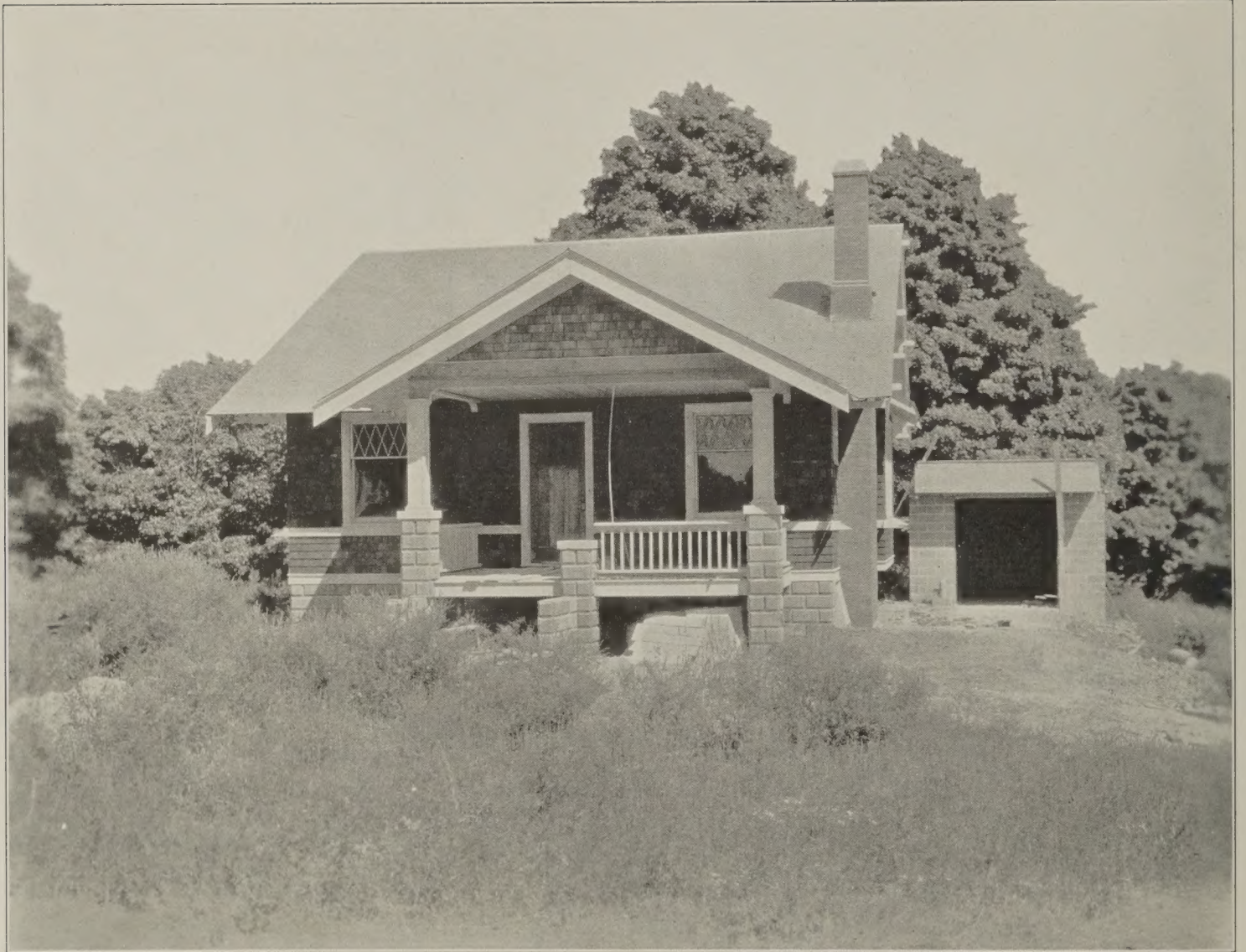
EVERY house has its own architectural features which call for the harmonious arrangement of shrubs, vines and flowers.

Most houses appear to good advantage with plantings of shrubbery massed against the foundation walls. The arrangement should be simple or elaborate as demanded by the design of the house.

To assist in the artistic development of the home surroundings, we offer the following photographic illustrations with planting plans. They will aid in the selection of material and show how it should be used.

Chase Bros. Co., Rochester, N. Y.
The Rochester Nurseries

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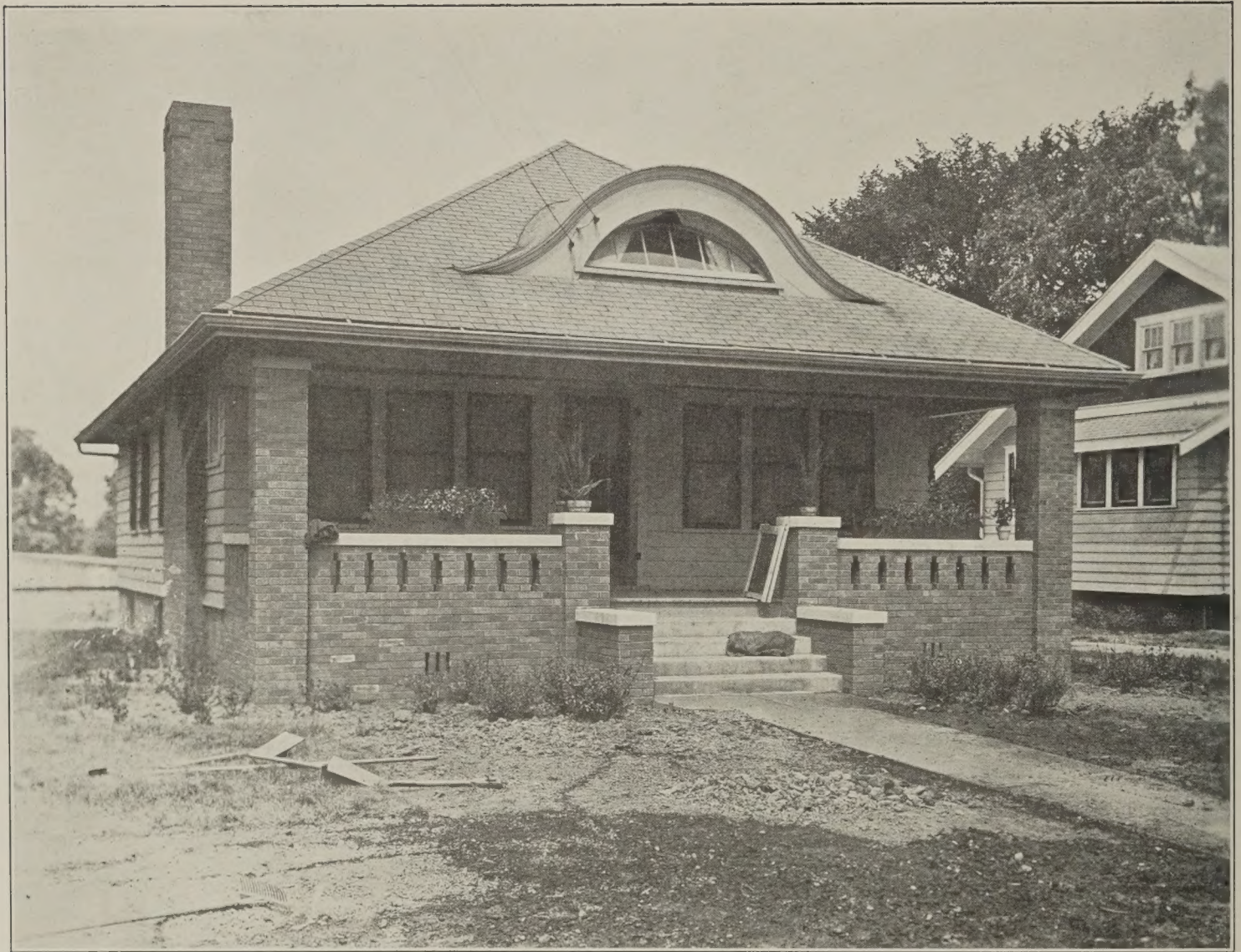
*Nothing attractive or pleasing in
this picture.*

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The Transformation after Planting.

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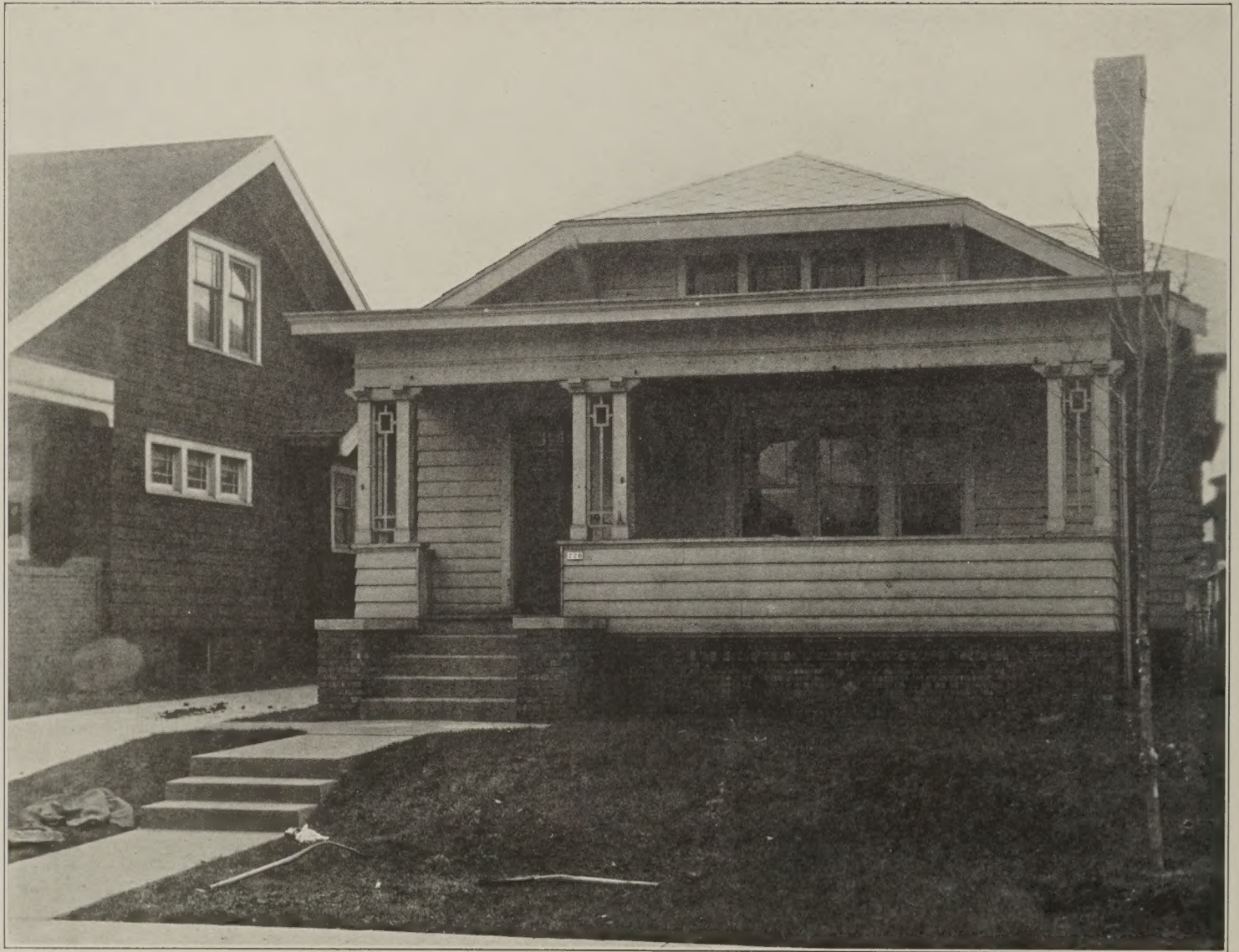
*An attempt at planting which has
had little thought or care.*

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*The same home decorated with
Chase Hardy Shrubs.*

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Ornamenting the home adds to the selling value of the property much more than the cost of material used.

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Even a small planting will work wonders in the appearance of the home.

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*Shrubs and trees properly selected
will bring out the beauty of this
home and add attractiveness.*

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*Do you recognize the home on the
opposite page?*



BEFORE PLANTING

The proper planting around a house adds as much value as attractive furnishings when offered for sale.

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An example of good planting where best results were obtained with nothing individually conspicuous. The beauty of the whole is greater than the beauty of any part.



THE BACK YARD BEFORE PLANTING

*Outlooks should be made sightly
from every portion of the house.
Unsightly objects should be hidden.*



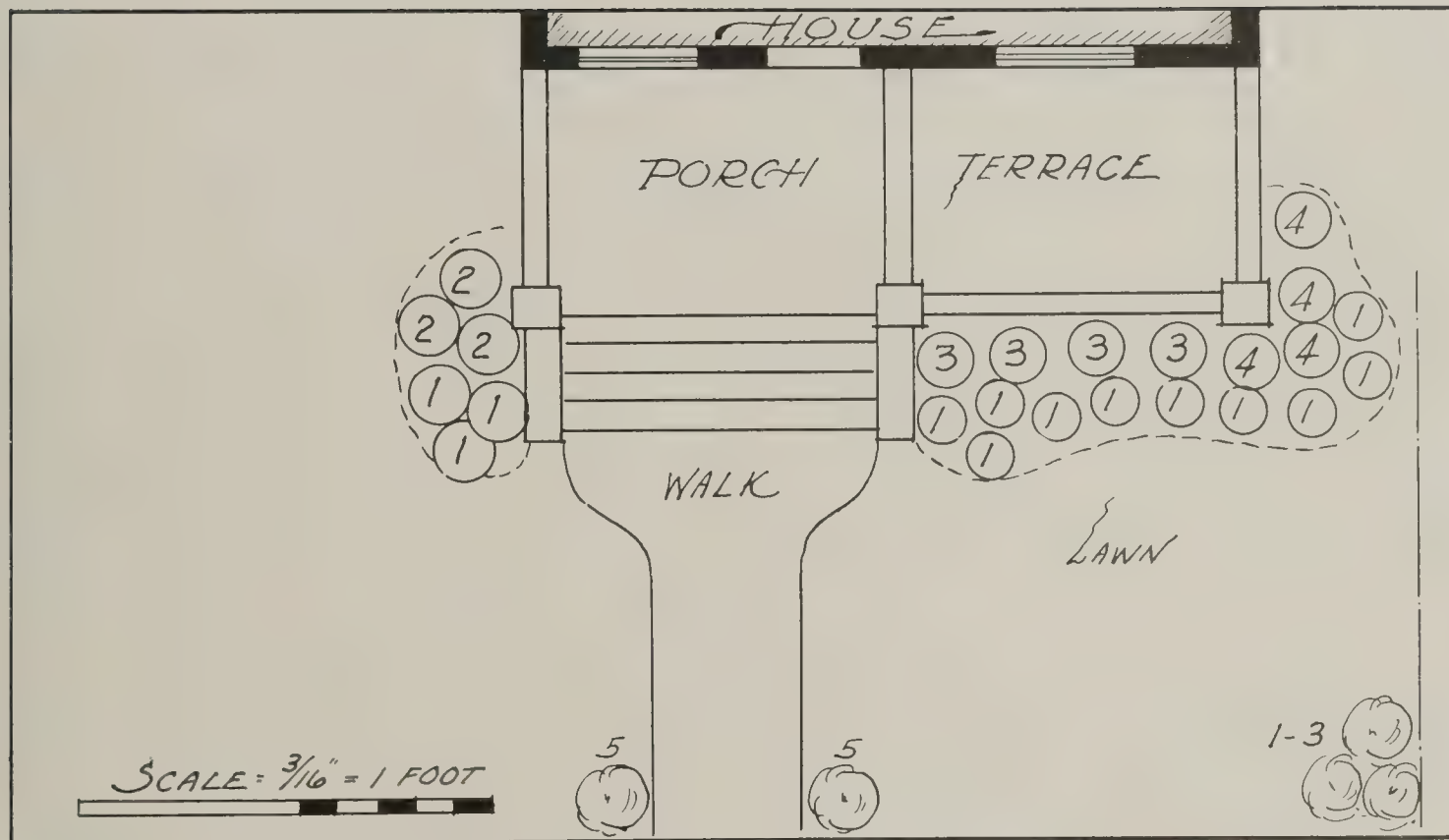
THE BACK YARD AFTER PLANTING

The arrangement of Shrubs produces enclosure and privacy.

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Many of our pleasures do not require large expenditures. This applies to the beautiful though simple surroundings of this home.



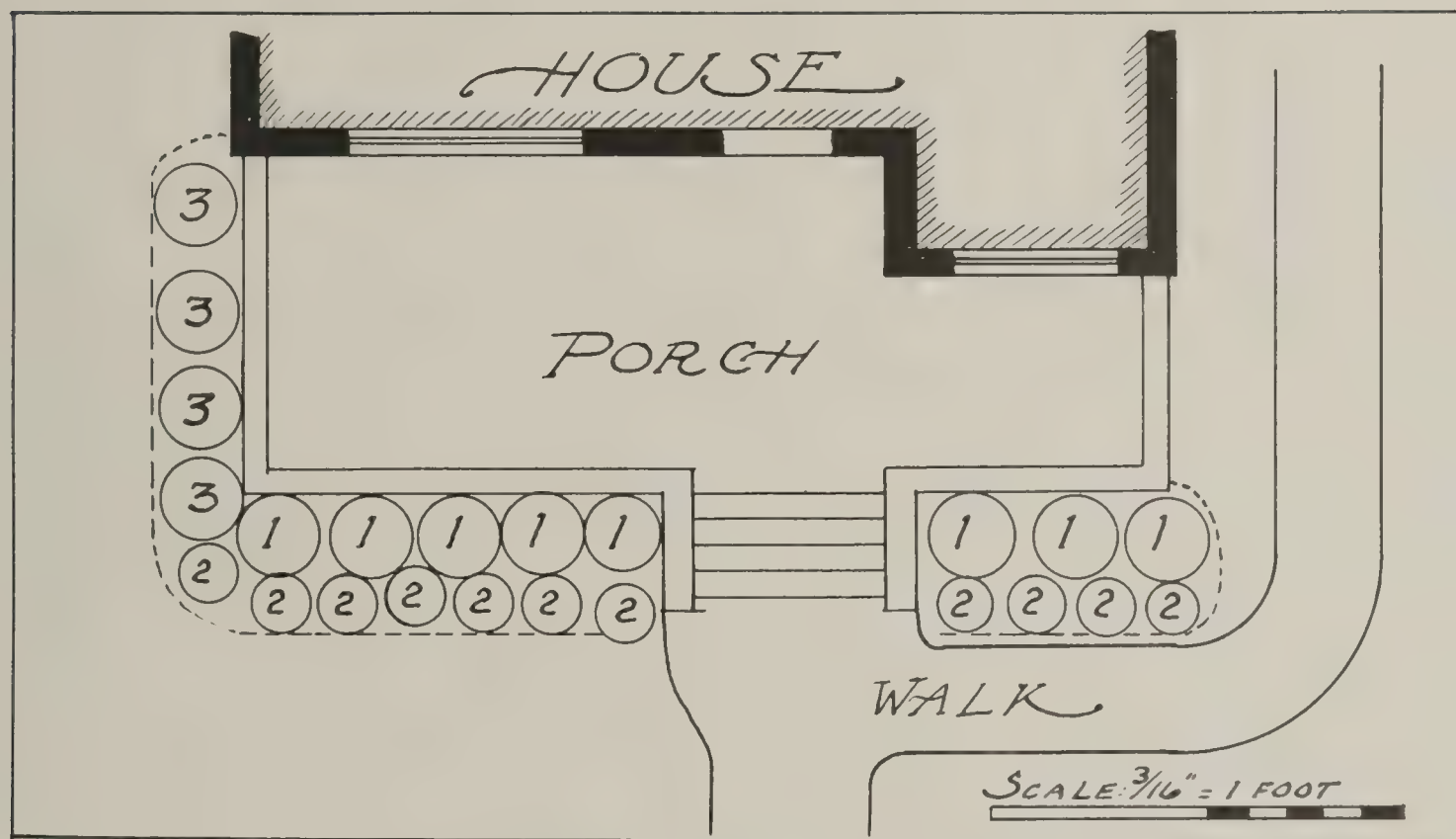
NO. 1—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	Spiraea A. Waterer	16	4	Dogwood Red Branch	4
2	Snowberry	3	5	Deutzia Gracilis	2
3	Morrows Honeysuckle	4			

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A home is more than a place to eat and sleep. A home should be framed with attractive shrubs, roses, etc., to complete the picture.



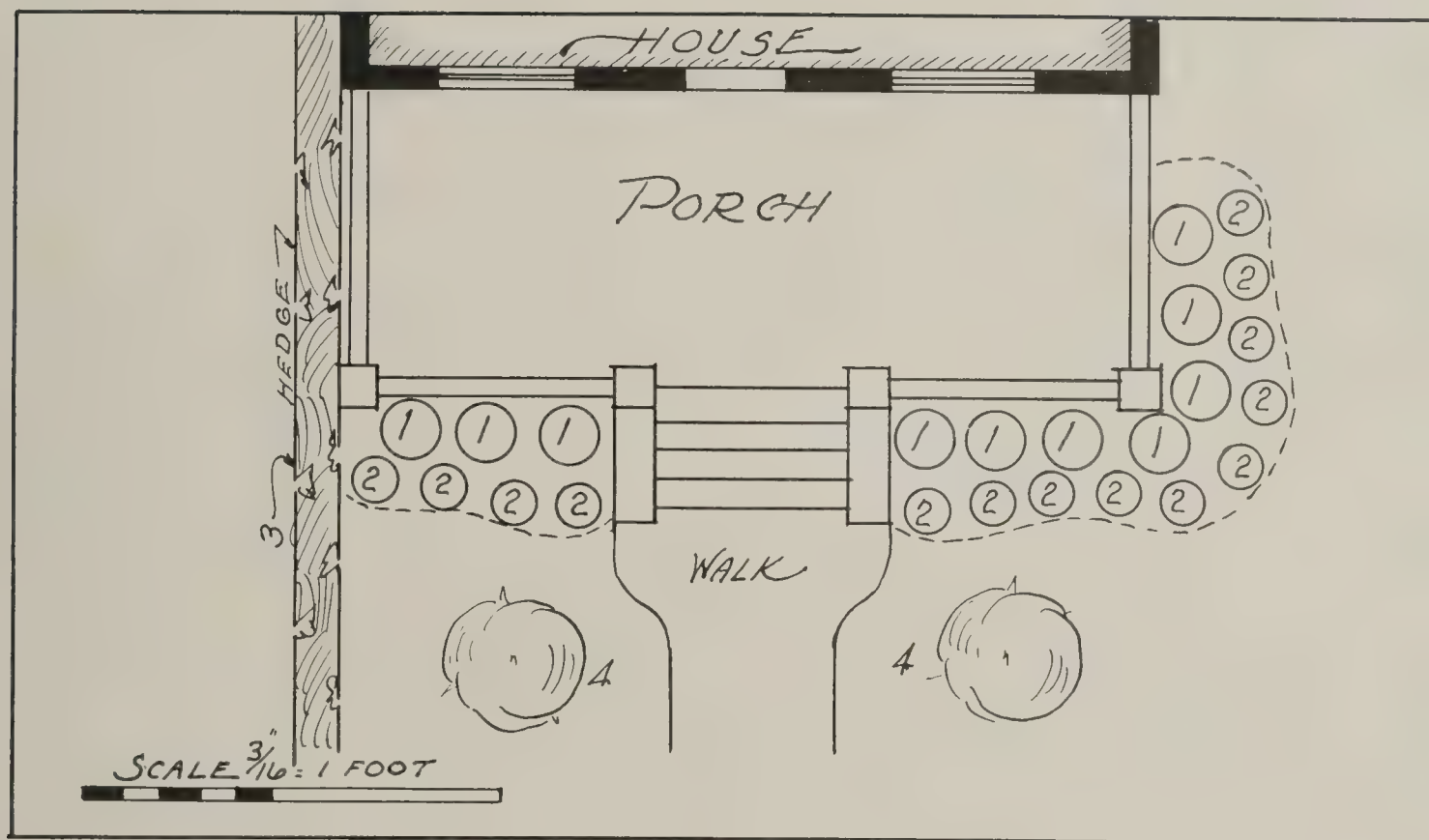
NO. 2—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	<i>Spiraea Van Houttei</i>	8	3	<i>Japanese Barberry</i>	4
2	<i>Snowball Hydrangea</i>	11			

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Shrubs properly selected make the right frame to bring out the beauty and attractiveness of the home.



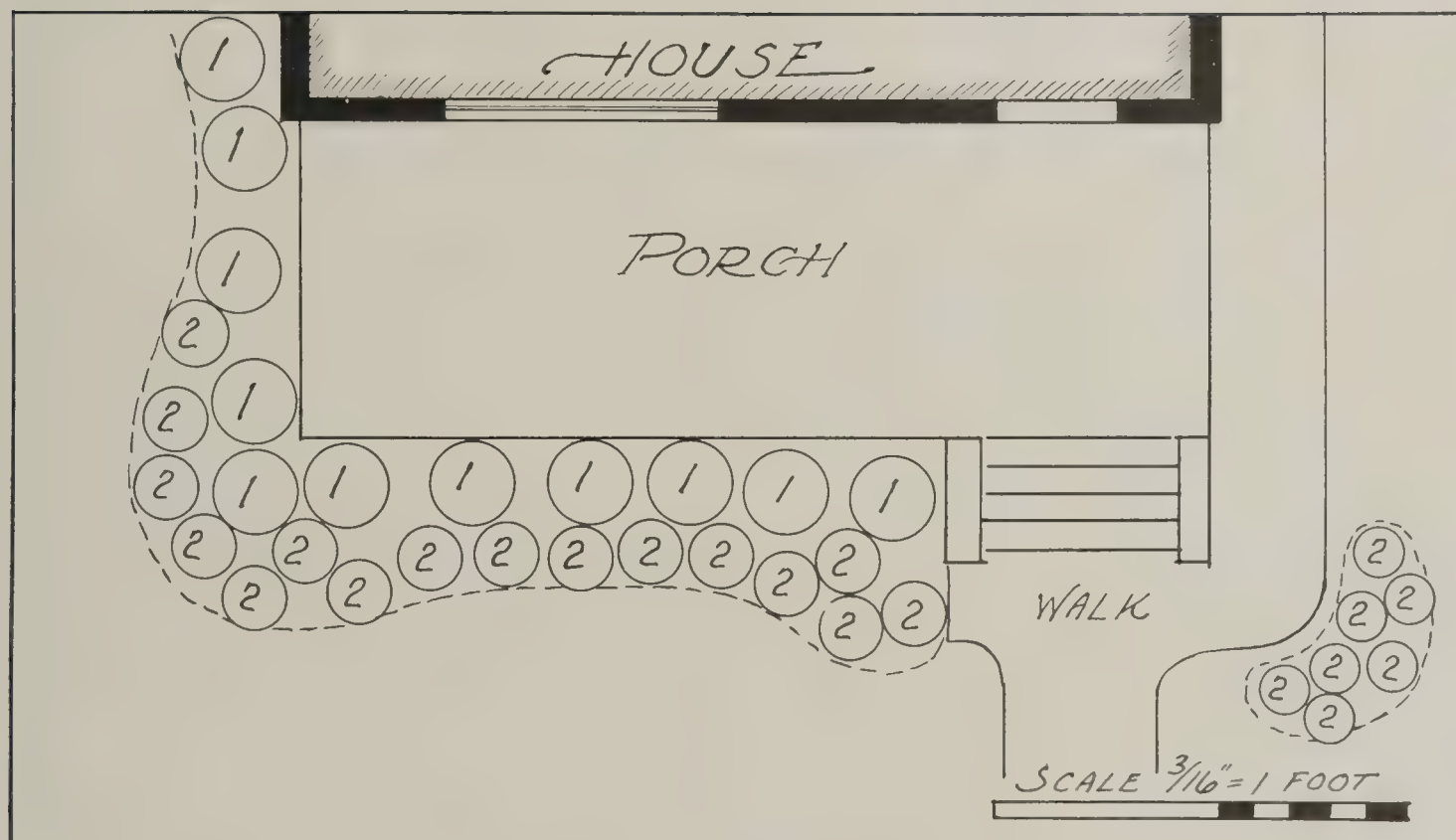
NO. 3—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty	No.	Name	Qty.
1	<i>Spiraea Van Houttei</i>	10	3	<i>Amoor Privet</i>	
2	<i>Japanese Barberry</i>	14	4	<i>Catalpa Bungeii</i>	2

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Ornamental trees insure coolness in the home during the summer months.



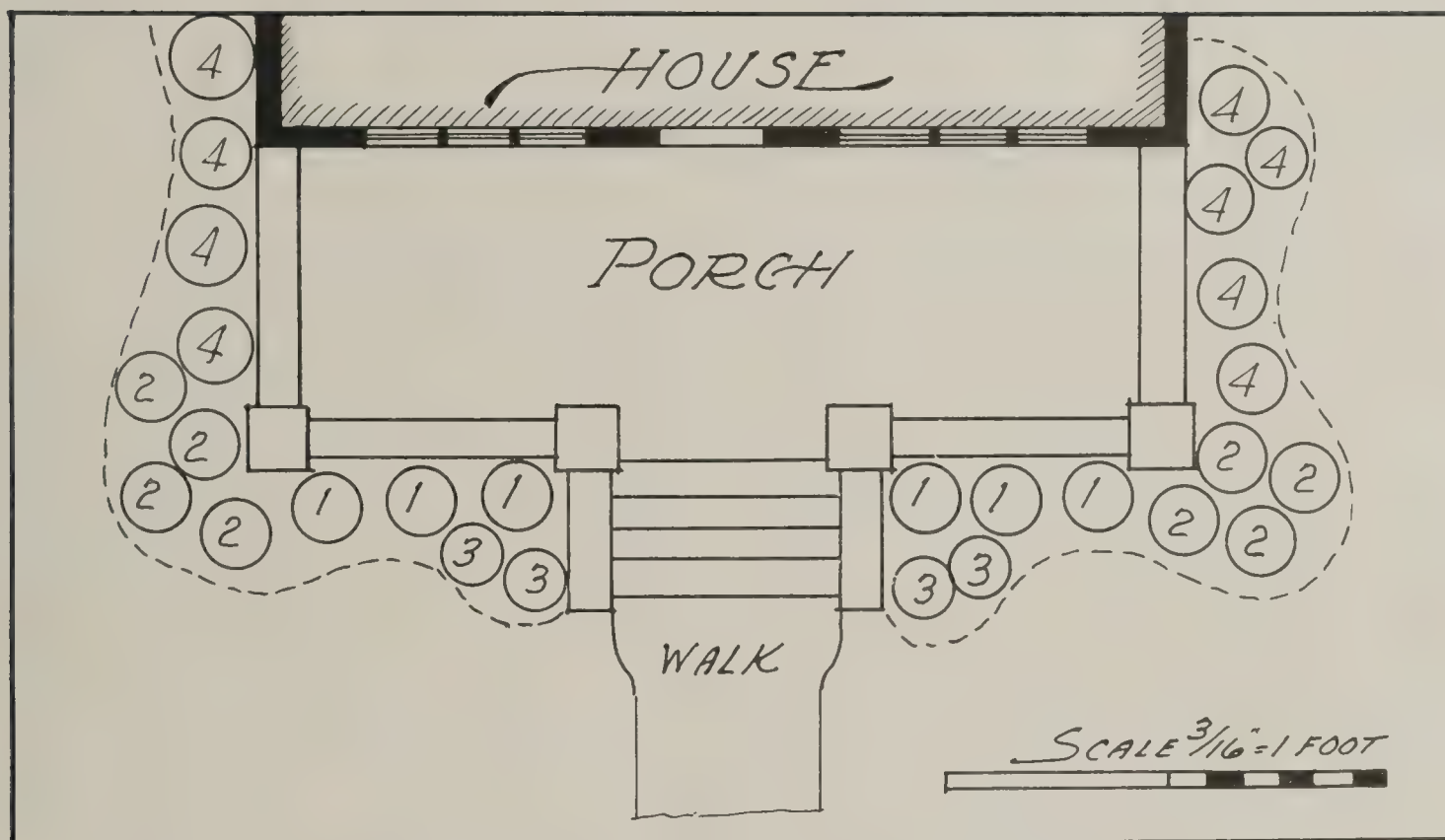
NO. 4—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	<i>Spiraea Van Houttei</i>	11	2	<i>Japanese Barberry</i>	23

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Nothing can be added to the humble cottage or magnificent home that will produce a more cheerful effect than flowers, shrubbery and trees.



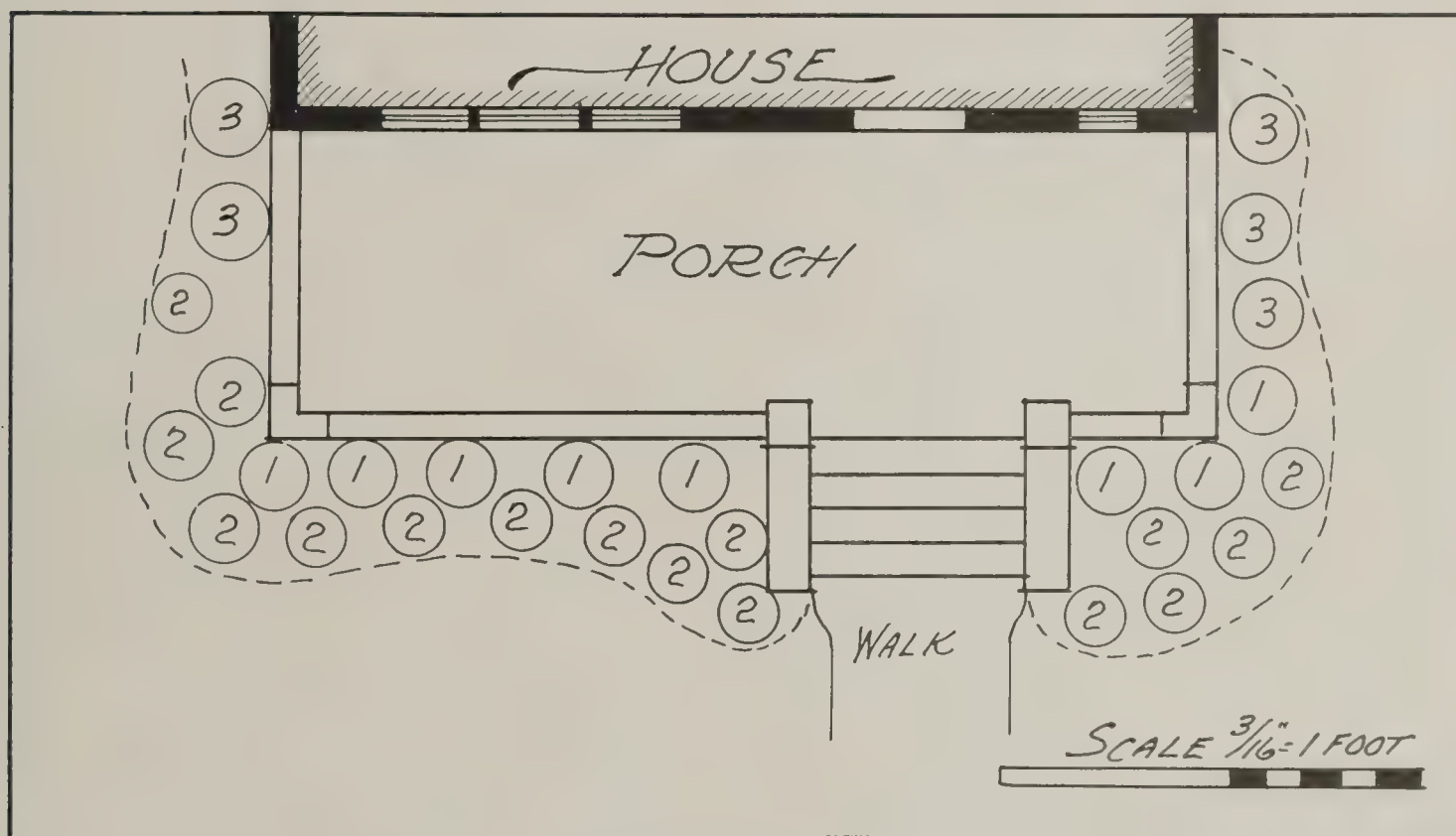
NO. 5—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	<i>Spiraea Van Houttei</i>	6	3	<i>Japanese Barberry</i>	4
2	<i>Hydrangea Hills of Snow</i>	8	4	<i>Snowberry</i>	9

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*Beautiful effects may be secured
from few varieties and a small
number of plants.*



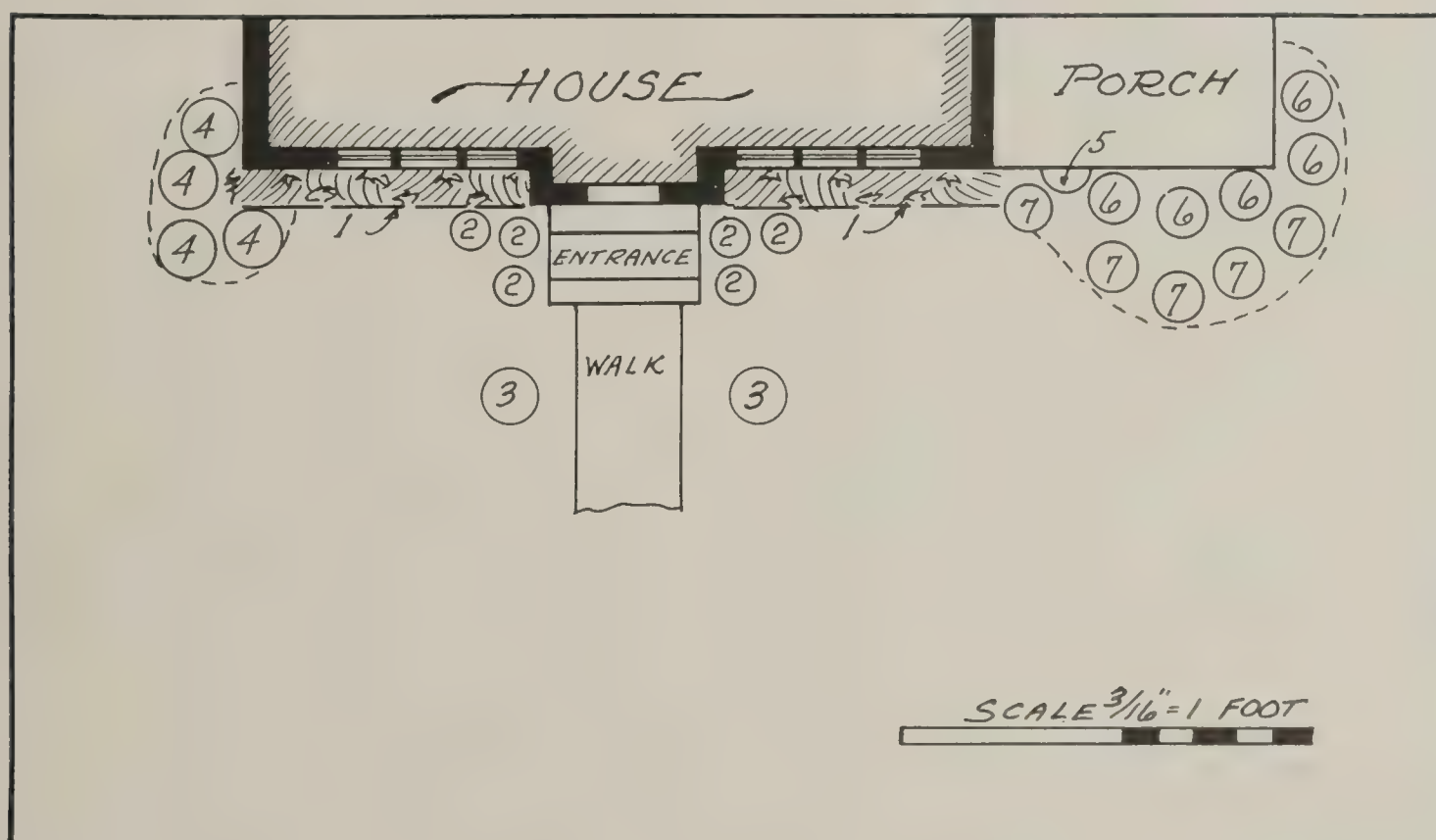
NO. 6—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	<i>Spiraea Van Houttei</i>	8	3	<i>Coral Berry</i>	6
2	<i>Japanese Barberry</i>	15			

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Added attractiveness of this home is brought about by the well selected and properly placed shrubs.



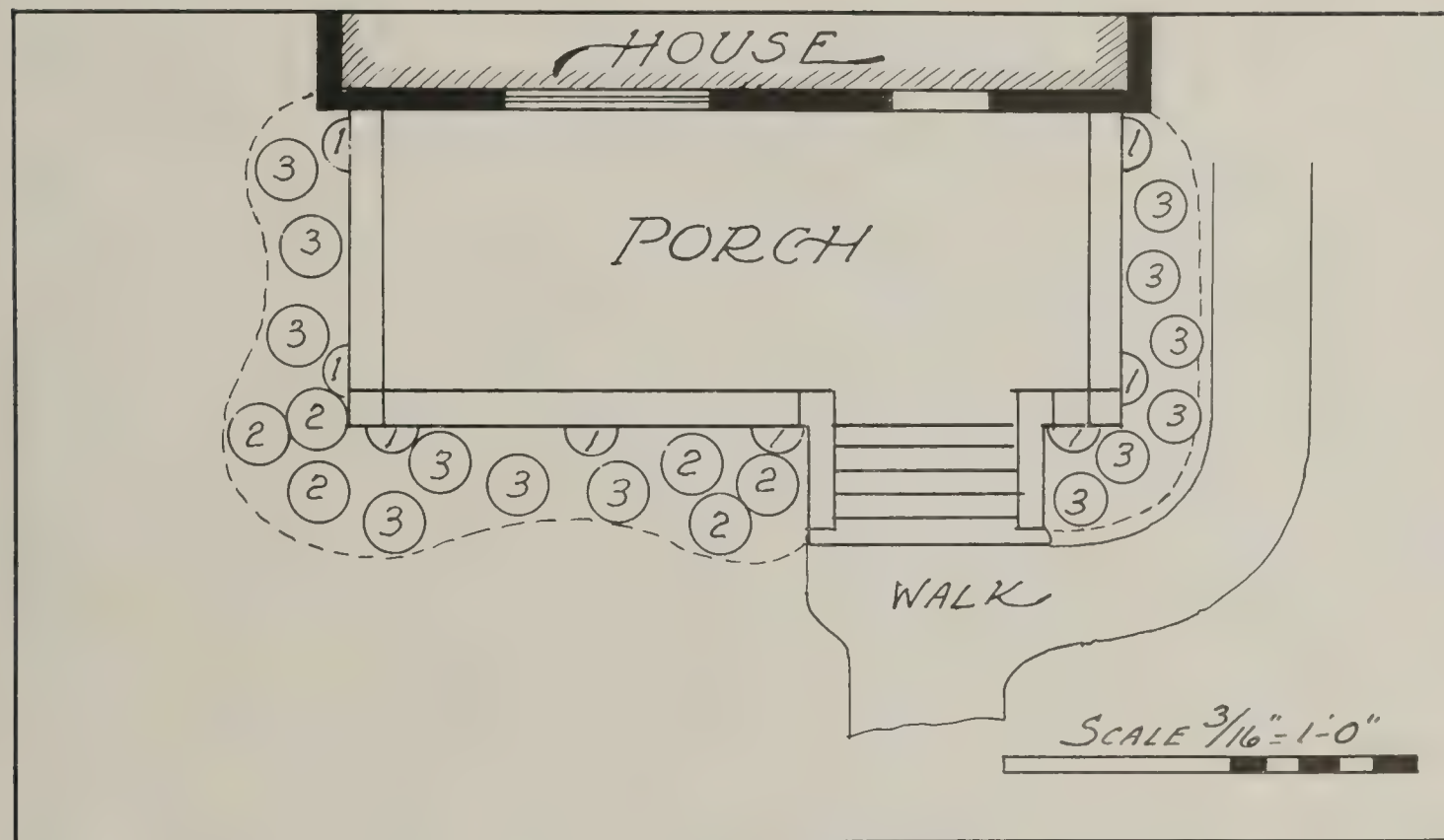
NO. 7—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	Privet Hedge		5	Wisteria	1
2	Snowberry	6	6	Weigela Rosea	5
3	Yucca Filamentosa	2	7	Spiraea Van Houttei	5
4	Japanese Barberry	4			

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Flowers and Shrubbery add materially to the value of a residence property and attract purchasers.



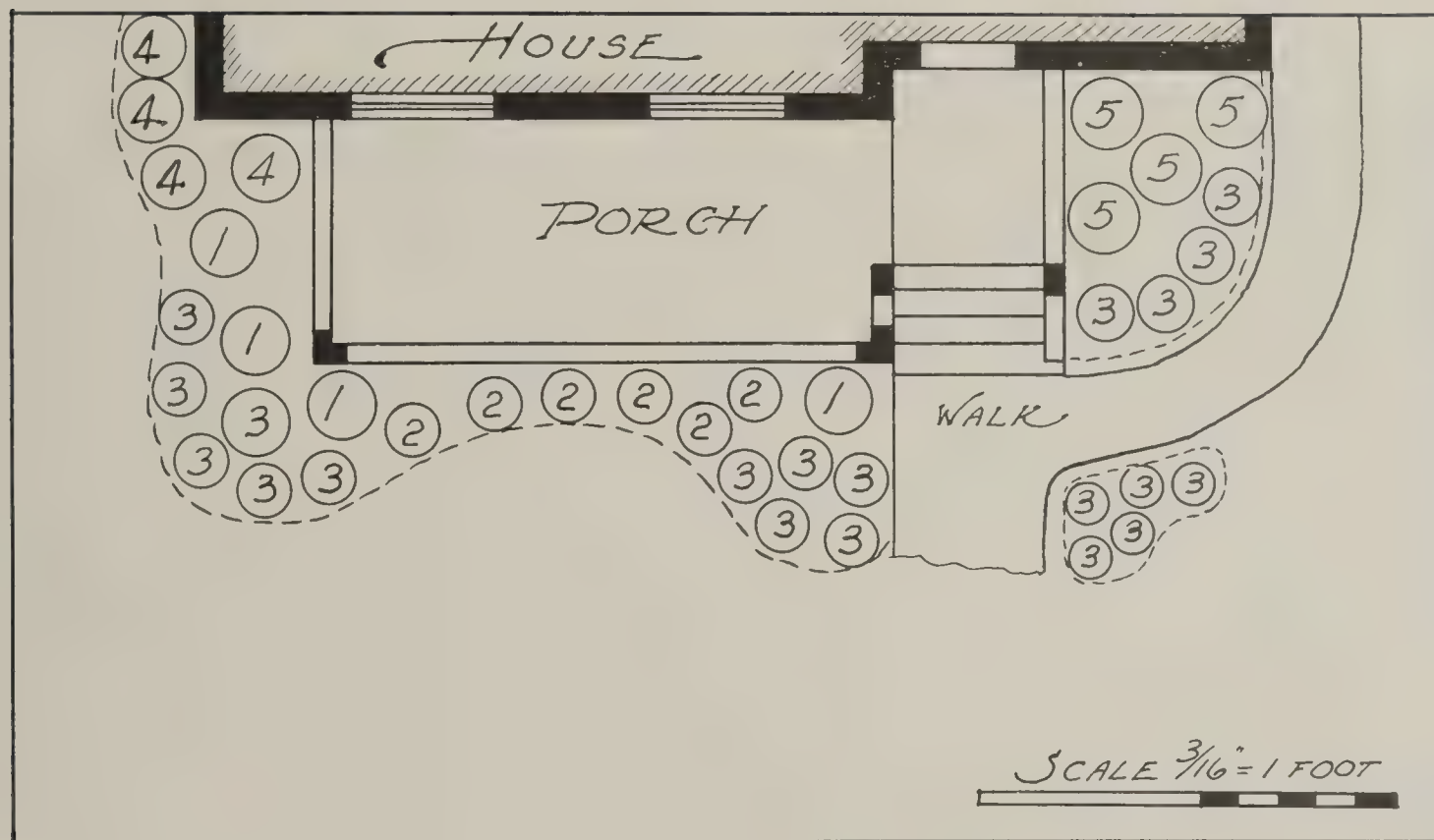
NO. 8—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	<i>Ampelopsis Veitchii</i>	8	3	<i>Japanese Barberry</i>	13
2	<i>Hydrangea Hills of Snow</i>	6			

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The planting of Shrubbery is not an expense, for it enhances real estate values, therefore, a safe and sure investment.



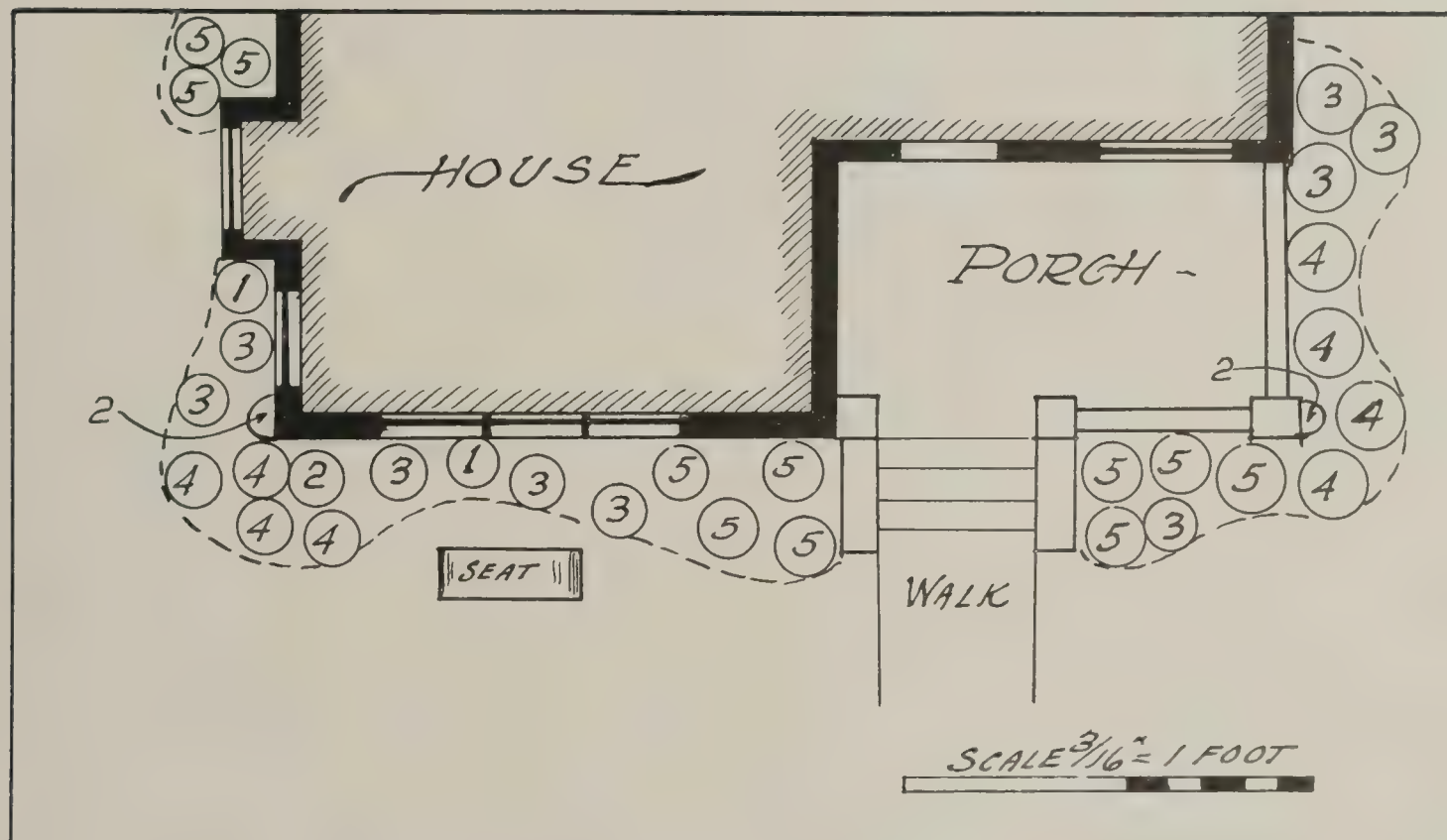
NO. 9—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	<i>Spiraea Van Houttei</i>	4	4	<i>Regals Privet</i>	4
2	<i>Snowberry</i>	6	5	<i>Mock Orange</i>	4
3	<i>Japanese Barberry</i>	20			

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The foliage of shrub plantings provides beauty during all the season, even though the flowering season is short.



NO. 10—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	Ailanthus	2	4	Snowberry	8
2	Ampelopsis Veitchii	2	5	Spiraea Van Houttei	11
3	Japanese Barberry	9			

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The entrance to the home should be made cheerful and beautiful. This can be accomplished by the use of vines and flowering shrubs.

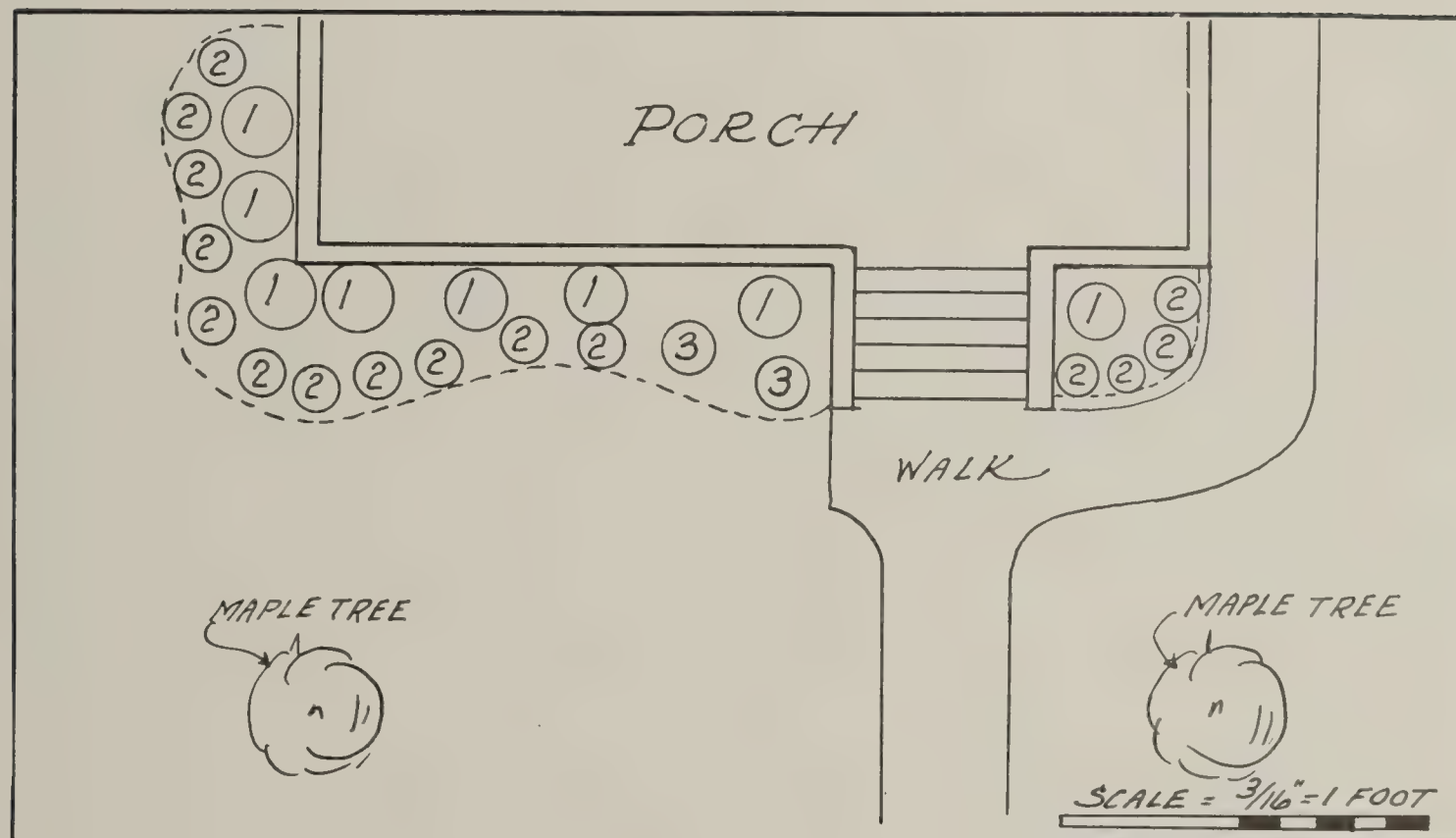


No.	Name	Qty.	No.	Name	Qty.
1	Amoor Privet	6	7	Rosa Rugosa	4
2	Snowberry	5	8	Purple Lilac	9
3	Spiraea Collosa	20	9	Golden Elder	10
4	Coral Berry	5	10	Spiraea Billardi	7
5	Spiraea Van Houttei	14	11	Hydrangea Pan. Gra.	10
6	Hydrangea Arborescens	12			

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All home owners dream about grounds tastefully arranged with flowering shrubs, vines and hedges. We can make those dreams come true.



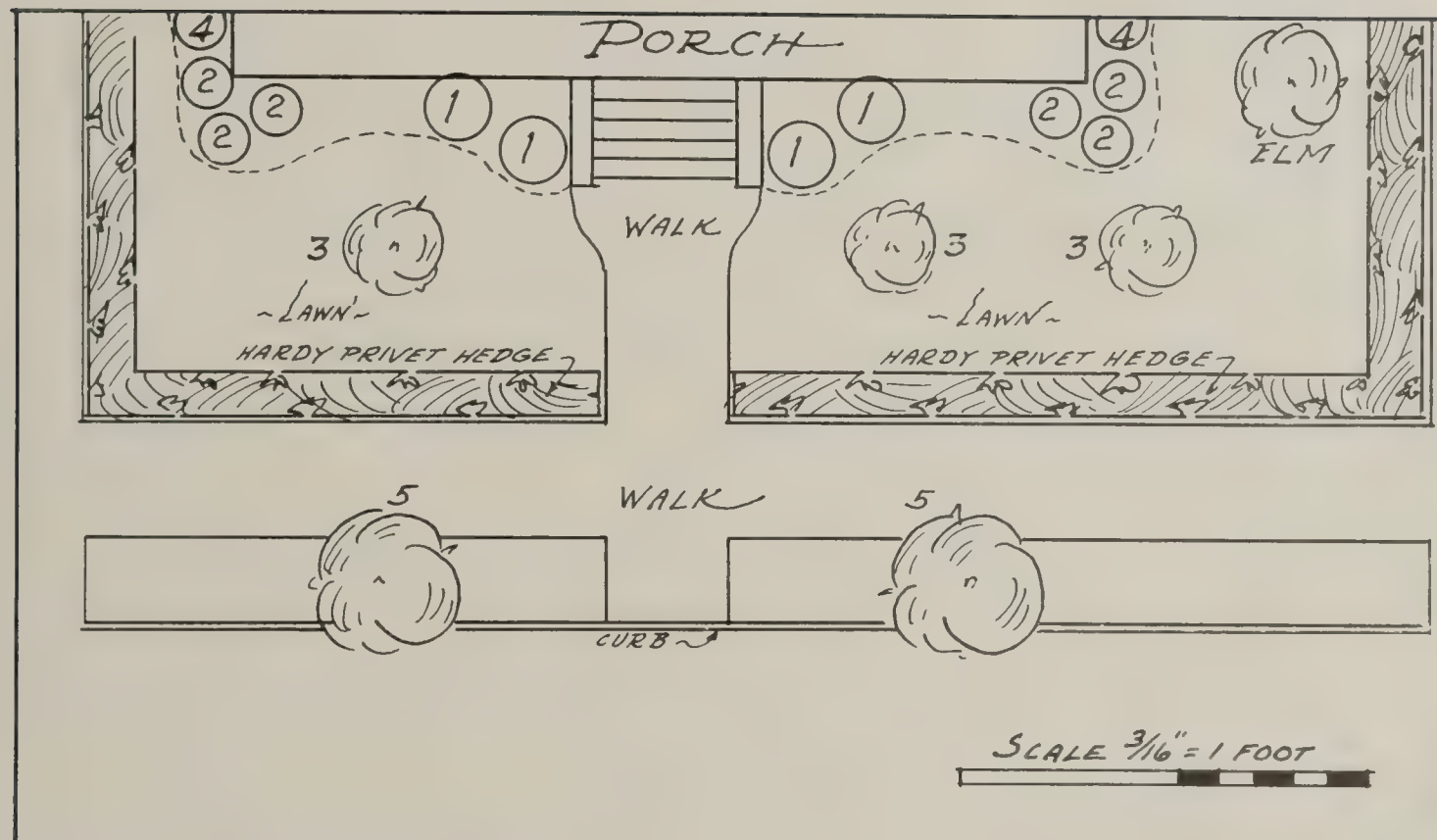
NO. 12—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	<i>Spiraea Van Houttei</i>	8	3	<i>Spiraea A. Waterer</i>	2
2	<i>Japanese Barberry</i>	15			

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*With shrubs and a living fence
trimmed in clean cut lines, a
place becomes a home.*



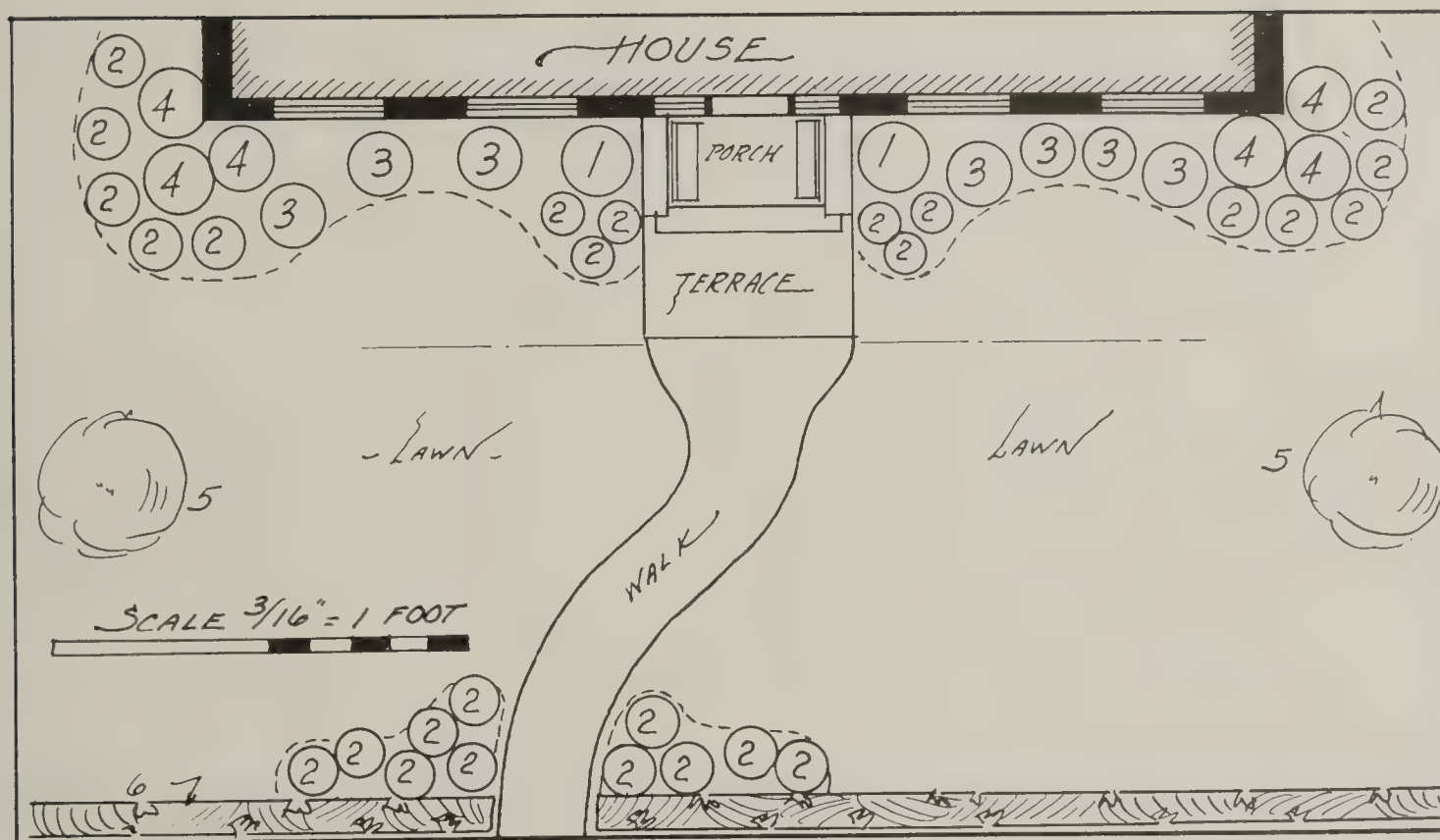
NO. 13—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	<i>Forsythia Fortuneii</i>	4	4	<i>Snowberry</i>	2
2	<i>Japanese Barberry</i>	6	5	<i>Catalpa Bungeii</i>	2
3	<i>Hydrangeas Tree Form</i>	3			

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*A*ttractive grounds around the home
create a good impression of the
family within.



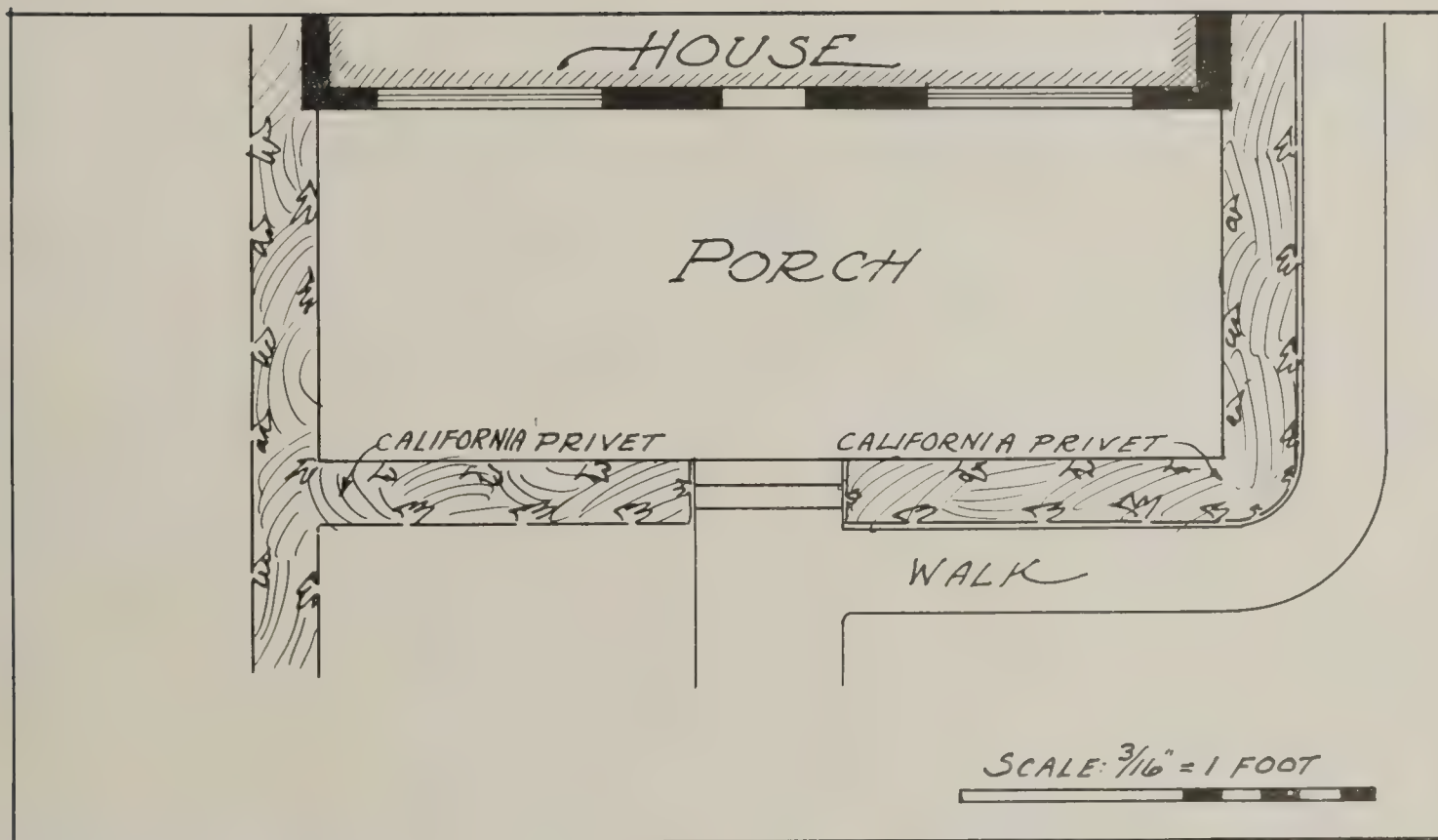
NO. 14—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	Regals Privet	2	4	Golden Syringa	6
2	Japanese Barberry	27	5	Maple Wiers Cut Leaf	2
3	Snowberry	7	6	Privet Hedge	

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No grounds too small for ornamentation. This simple planting of California Privet shows how the appearance of a home can be greatly improved.



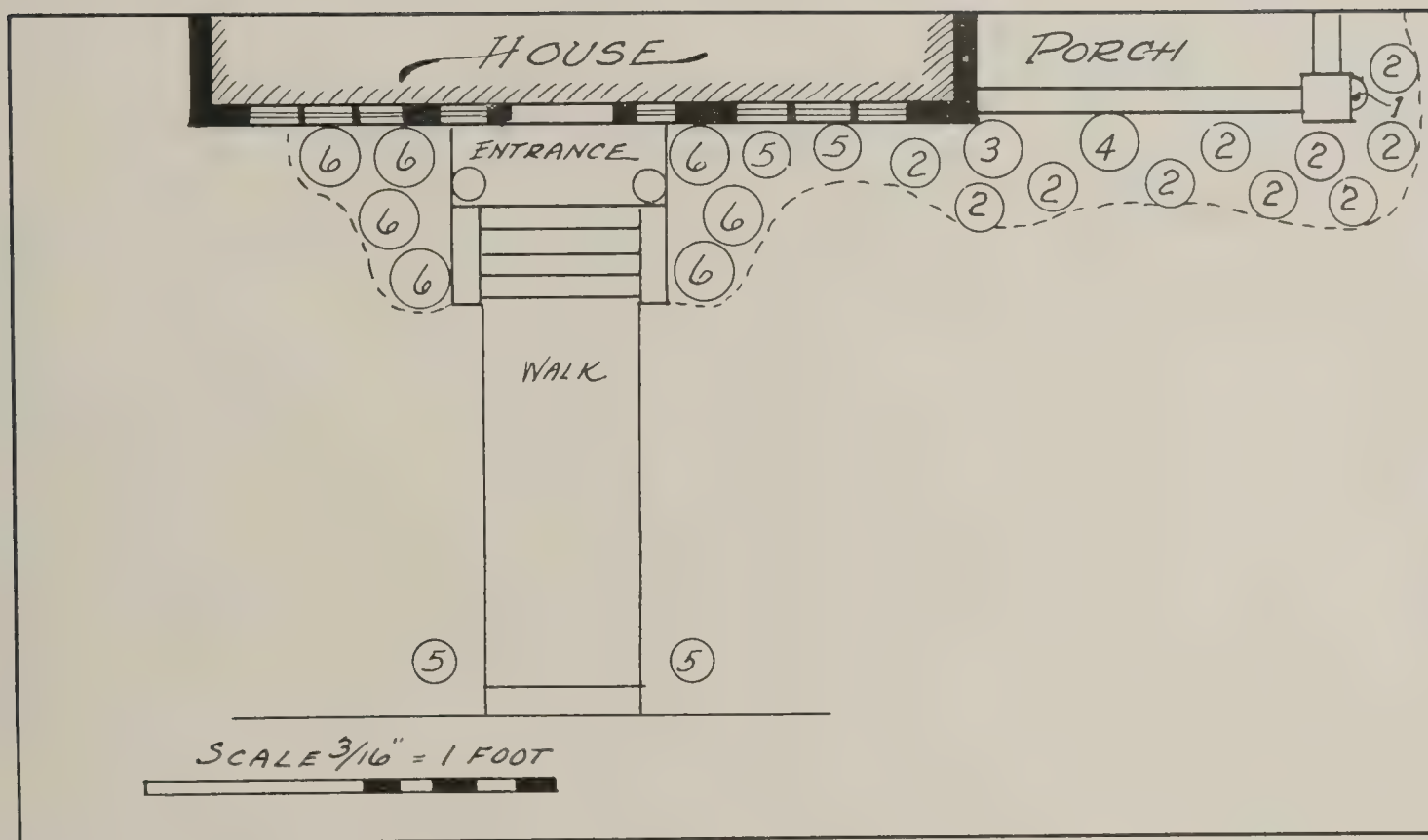
NO. 15—MATERIAL SUGGESTED FOR ABOVE PLAN

California or Amoor Privet

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The beautifying of lawns is no longer a hobby, it has become an important detail in the plans of every home.



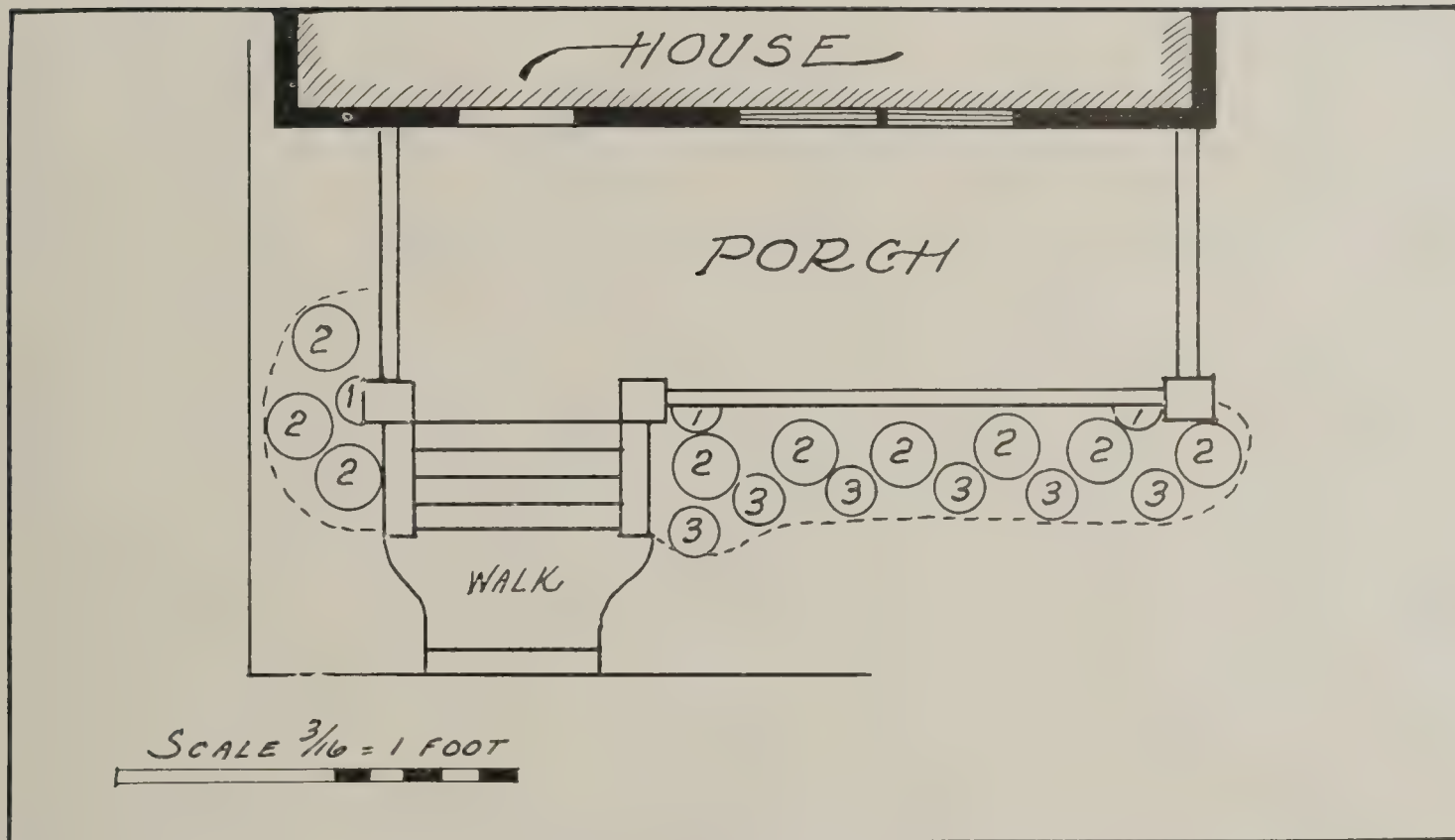
NO. 16—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	Ampelopsis Veitchii	1	4	Spiraea Van Houttei	1
2	Hydrangea Hills of Snow	9	5	Japanese Barberry	4
3	Weigela	1	6	Snowberry	7

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Climbing vines always play an important part in making the home attractive.

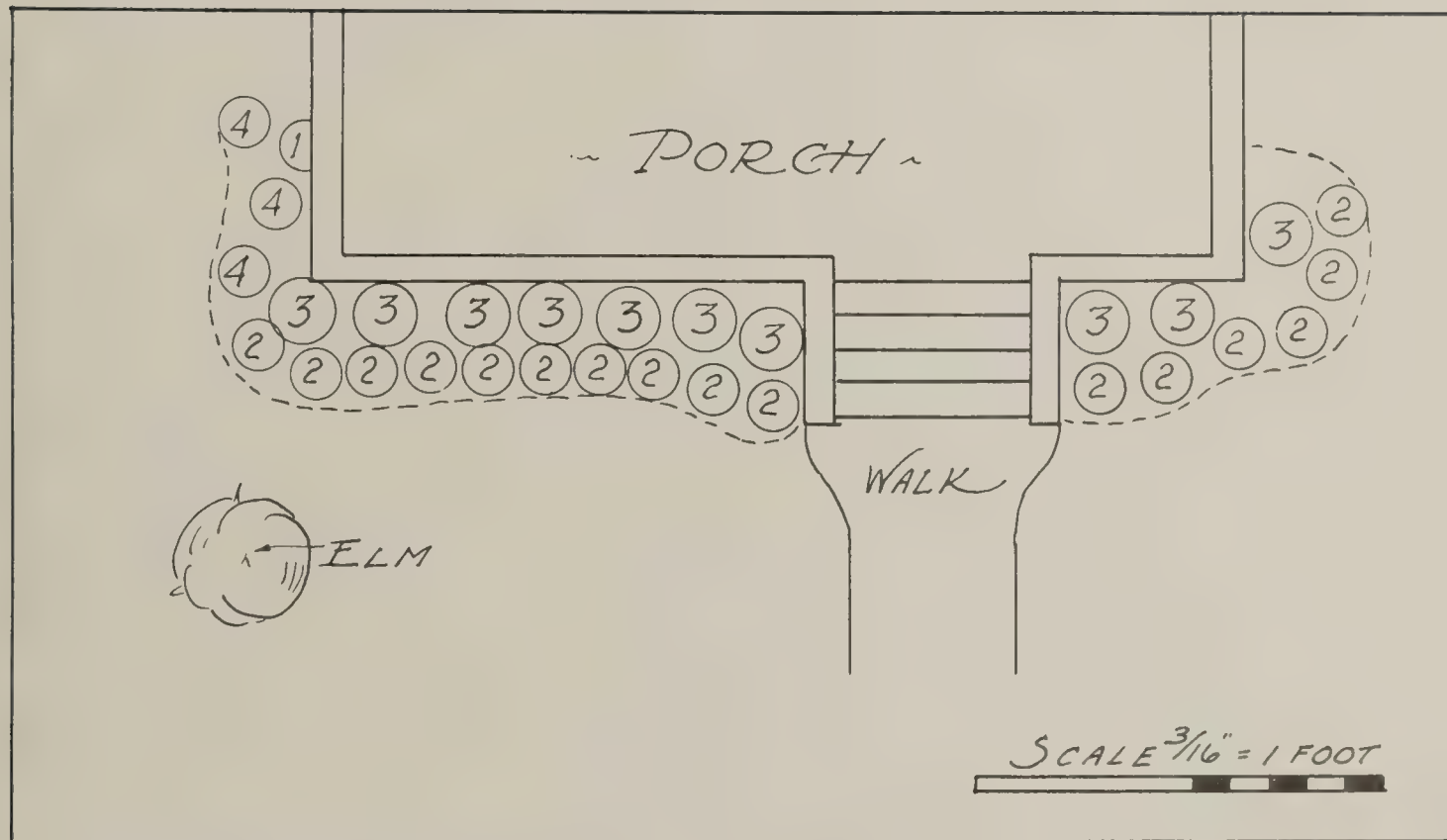


NO. 17—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	<i>Ampelopsis Veitchii</i>	3	3	<i>Japanese Barberry</i>	6
2	<i>Spiraea Van Houtteii</i>	9			



*B*arberry Thunbergii is a persistent shrub. It doesn't ask for friends, but takes care of itself against weather, man or beast.



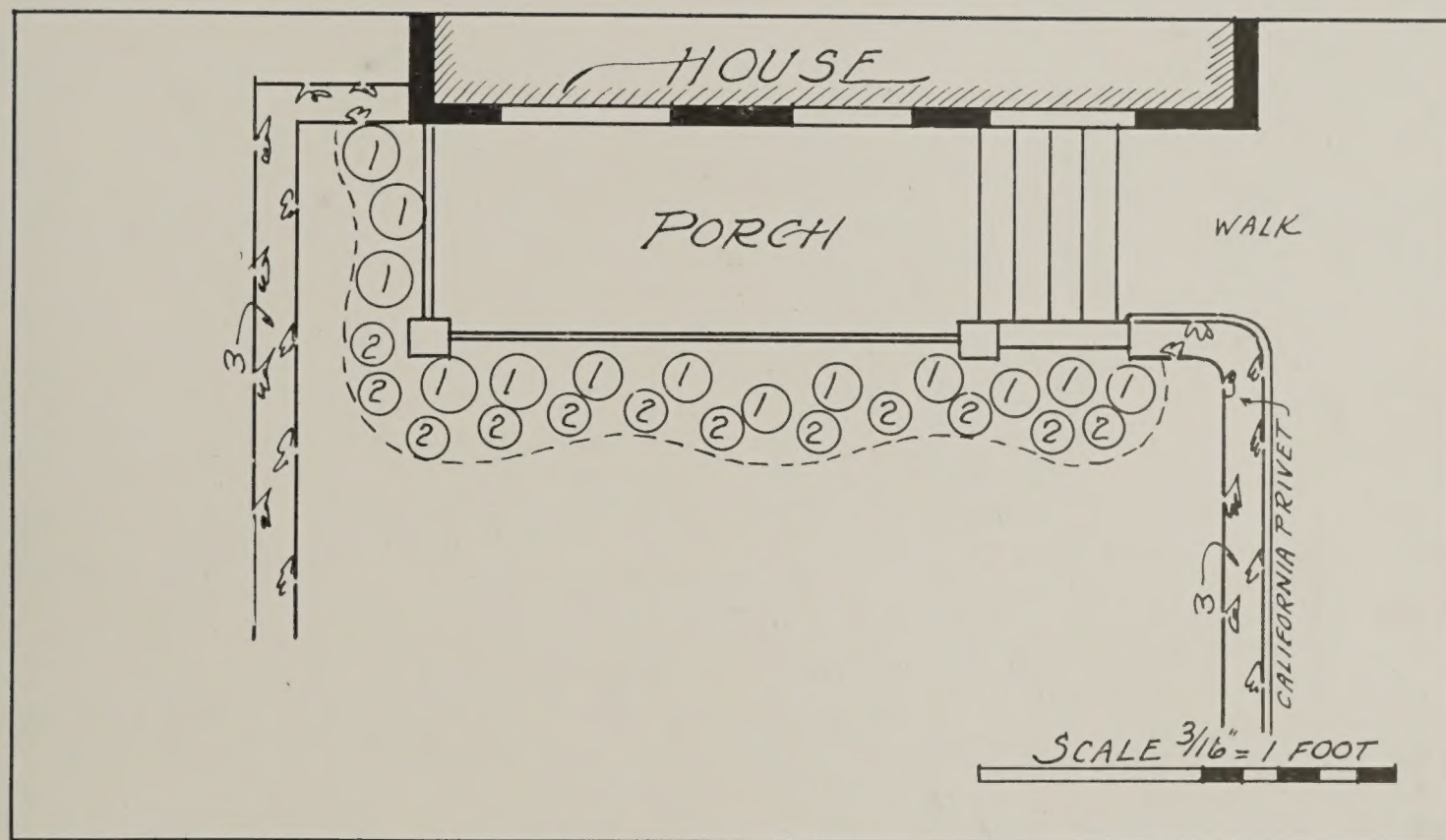
NO. 18—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	Dorothy Perkins Rambler	1	3	Spiraea Van Houttei	10
2	Japanese Barberry	16	4	Spiraea A. Waterer	3

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In the planting of shrubs for best effects, simplicity should always be the aim.



NO. 19—MATERIAL SUGGESTED FOR ABOVE PLAN

No.	Name	Qty.	No.	Name	Qty.
1	<i>Spiraea Van Houttei</i>	13	3	Calif. Privet Hedge	
2	<i>Japanese Barberry</i>	12			

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*Shrubs along the foundation
walls appear to good advan-
tage when the house is set low.*



